



## Position Profile

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### **Senior Manager, Major and Mid-Level Giving Programs**

May 2021



## About Children's Aid Foundation of Canada

Children's Aid Foundation of Canada is our country's leading charity dedicated to improving the lives of children and youth growing up in the child welfare system. We raise and grant funds and deliver a wide range of high-impact programs and services in partnership with 77 child- and youth-serving agencies across the country that support more than 22,700 vulnerable young people annually. Stand Up for Kids is our national campaign for child welfare, which aims to change the futures of Canada's most at-risk kids – those who have experienced abuse, neglect, and abandonment. We know that by helping these young people to overcome their trauma and break the cycle for future generations, they gain the strength and resilience to create a lifetime of their own unstoppable successes.

The Foundation is a dynamic and growing organization committed to the long-term growth and stability of funding for child welfare programs across the country. Our staff members are a highly committed team of professionals who are dedicated to delivering excellence and maximizing the social value of donations and volunteer contributions to child welfare in Canada.

<https://www.cafdn.org/>

## The Role

Reporting to the Director of Campaign and Major Gifts, the **Senior Manager, Major & Mid-Level Giving Programs** is responsible for the strategy, planning, execution and annual fundraising results for the Foundation's Teddy Bear Fund and Mid-Level Giving Programs.

The Senior Manager will be responsible for one of the Foundation's signature fundraising programs, the Teddy Bear Fund. The incumbent will work closely with the CDO and the development team, an established fundraising committee, prospective donors, leaders from Children's Aid Society of Toronto and other stakeholders of the Foundation to achieve and/or exceed an annual fundraising target of \$1.25 million.

The Senior Manager will help design, plan and launch and lead the execution of a new mid-level giving program, which will include identifying, cultivating and soliciting existing and new donors, creating engaging annual giving programs and activities. The Senior Manager will be responsible for this portfolio of individual donors, working with the directors across the different fundraising channels, such as corporate philanthropy, direct mail and major gifts.

## Key Responsibilities

### Teddy Bear Fund Portfolio

- Lead the management of a fundraising committee of senior volunteers on a monthly basis as well as efforts to recruit new committee members.
- Manage a portfolio of approximately 50 prospects and donors, some of whom are six-figure contributors.
- Identify, cultivate, solicit and steward donors to meet annual revenue goals.
- Collaborate with colleagues and volunteers on strategies for high-priority prospects.
- Maintain a database to track contact and pipeline-related information.

- Create new and innovative ways to engage and recognize Fund donors.

### **Mid - Level Giving Portfolio**

- Help with the design, planning and launch; and lead the execution of a mid-level giving program for unrestricted funds.
- Review donor data on a regular basis to identify prospects for upgrading, and work collaboratively with development team colleagues on identification, stewardship and renewal strategies to optimize returns.
- Identify and acquire new donors.
- Develop donor communication, cultivation and stewardship strategies and tools.
- Identify mid-level giving donors to transition to major and planned giving prospects.
- Recruit senior volunteers to support identification of introductions to and follow-ups with prospective donors.

### **Leadership and Capacity Building**

- Participate in the development and implementation of the Foundation's goals as well as in strategic, annual and operational planning.

## **The Opportunity**

The opportunity to continue to build major gift skills and expertise within a seasoned major gift organization while playing a role in the development of the organization's first ever mid-level giving program.

## **The Ideal Candidate**

The ideal candidate will be a natural relationship manager with a track record soliciting donors and working collaboratively throughout their organization. They will have experience supporting high profile volunteer committees and building donor pipelines. Regardless of the size, the ideal candidate will currently have a revenue target that they are accountable for and have grown.

Experience building mid-level giving programs (patrons circles, societies, clubs etc.) will be an asset. The Ideal set of skills will be someone who has a balance of strong relationship management and an analytical and data mindset.

Experience managing complex projects, with lots of moving parts, will help the Manager coordinate the deliverables of two busy portfolios at the same time.

As the individual will be working with high-profile donors and fundraising committees, they must be confident and well-spoken. The ability to translate the needs of recipients into compelling and dynamic pitches is crucial for the role.

Donor-centred and collaborative, the individual will bring warmth and compassion to their work and the needs of children who require their support.

## Personal Attributes

The incumbent will be passionate about children's welfare and will present to donors as mature, sophisticated and polished while being warm and caring. They will have a natural ability to work collaboratively with a wide range of individuals and bring finesse to conversations at all levels. They are self-motivated, creative in their thinking and like to be challenged.

## Core Competencies

- A minimum of 5 years of professional fundraising experience, including mid-level and major gift fundraising.
- Experience meeting with donors and prospects and making the case to donate.
- Experience collaborating across various teams and departments.
- Excellent prospecting skills, and proven ability to work with senior fundraising volunteers.
- Strong interpersonal skills and relationship management, in particular the ability and confidence to connect with different levels of stakeholders, internally and externally.
- Proven ability to set priorities, complete work with minimal supervision and meet deadlines.
- Ability to work in a fast-paced and results-oriented environment.
- A hands-on team player.
- Strong strategic planning, analytical and critical-thinking skills.
- Excellent written and verbal communications skills (fluency in French an asset).
- Highly professional in approach and detail oriented.
- Working knowledge of and experience with Raiser's Edge (data entry, data maintenance, and database administration skills).
- Relevant post-secondary degree or equivalent combination of education and experience.

## How to Apply

We thank all candidates in advance. We will, however, contact only those selected for an interview. To apply, please submit, in confidence, a resume along with cover letter which sets out your interest in the role and highlights the experience you have relevant to the role. Please add your salary expectation for the role in your cover letter. The preferred method of application is on-line at [searchsmartconnect.com/jobs](https://searchsmartconnect.com/jobs)

Children's Aid Foundation of Canada provides equal employment opportunities to employees regardless of their gender, race, religion, age, disability, sexual orientation or marital status. We offer a family-friendly environment that allows for flexible work arrangements in order to support staff diversity and ensure a healthy work-life balance.

## Contact Details

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